

The Green Collar Jobs Council Update

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The Green Collar Jobs Council

California Green Collar Jobs Act (AB 3018) states:

*“The California Workforce Investment Board shall adopt a **Sector Strategy** approach in responding to industry sector workforce and economic development needs. This strategy will ensure industry has a qualified workforce and can offer opportunities for employment, training, and career advancement for all Californians. **The initial drive of this sector strategy approach will be the California Green Collar Jobs Act of 2008.**”*

Joint Priority Setting

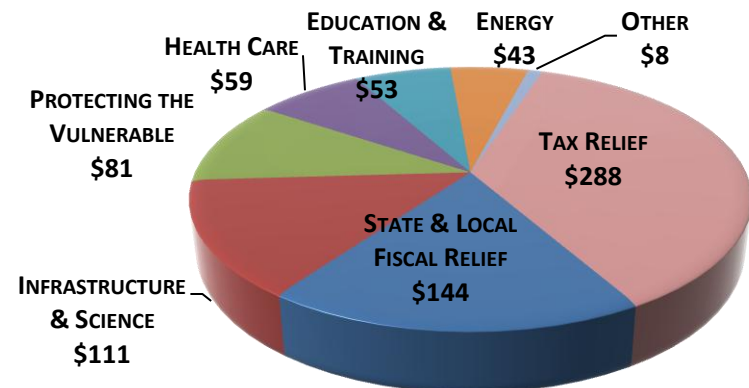
The Green Collar Jobs Council One Page Plan Strategies

- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing data driven planning & measure results
- Ensure creation/sustainability of a sector strategy by fostering regional partnerships
- Form strategic alliances with business to understand their green workforce needs
- Increase education pathways that lead low wage workers to well-paying jobs
- Ensure entrepreneurs receive training necessary to create/compete in green economy
- Use technology to improve data, bridge systems, facilitate communication with partners
- GCJC work will be done when collaboration becomes routine: education & career pathways merge

Data Driven Decision Making

In developing an accurate portrait of the various funding and training opportunities throughout California, the Green Collar Jobs Council became the nexus of information and resources on the green economy, Recovery Act funding, and green legislation. In addition information received from LMID, Collaborative Economics, and Next 10 was used to align workforce training with the needs of regional economies.

- LMID Green Jobs Data
- California's Green Training Inventories
- American Recovery and Reinvestment Act Inventory
- Department of Labor Funding Opportunities
- Recovery Act Funding Maps
- Next 10 "Many Shades of Green"



American Recovery and Reinvestment Act Breakdown

Identifying Opportunities: California's Green Workforce Initiative

Clean Energy Workforce Training Program RFP

The first opportunity identified by the Green Collar Jobs Council was presented by the California Energy Commission to develop green/clean training programs throughout California. Utilizing AB 118 funds, State Energy Plan Funds, and Workforce Investment Act funds the Energy Commission, Employment Development Department (EDD) and the State Board developed the Clean Energy Workforce Training Program.

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Result:

- **\$26.75 million in funding (\$53 million total)**
- **34 regional and local training projects**
- **Each project will be overseen by Green Employer Council's**
- **1:1 match of private, in-kind or leveraged funding**

Leveraging Funding: California's Green Workforce Initiative

State Energy Sector Partnership and Training Grants

Concurrently the State Board was seeking an additional \$6 million through the Department of Labor State Energy Sector Partnership (SESP) and Training Grants to serve six Regional Teams in the development, documentation, and publication of green training programs and curricula. The Green Collar Jobs Council, having already formed the necessary partnerships, would serve as the SESP.

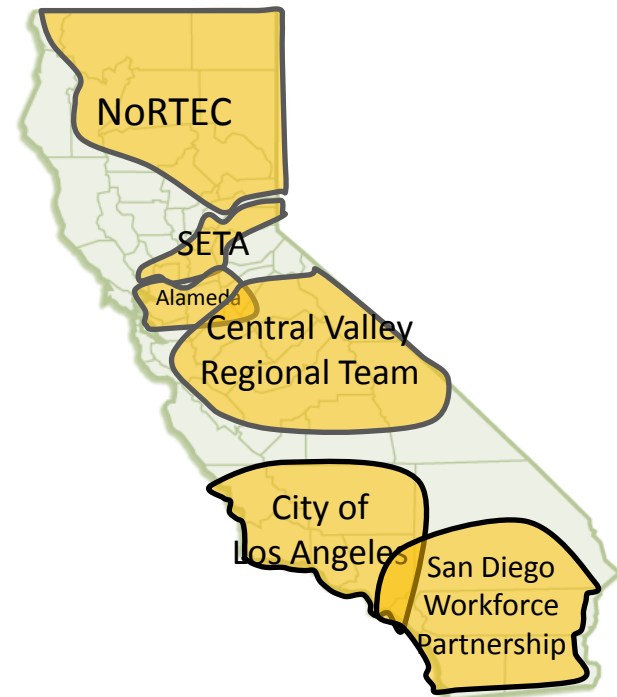
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Result:

- **\$6 Million (Maximum award amount)**
- **5 Regional Teams chosen**
- **San Joaquin Valley Team to be developed**
- **1,200 participants to be served**



Developing Regional Capacity: California's Green Workforce Initiative

Regional Industry Clusters of Opportunity Grants

The GCJC then agreed that Action Clinics should be held throughout California to develop the regional partnerships and knowledge required to implement a successful Regional Initiative. In addition the State Board's Regional Industry Clusters of Opportunity Grant would support the data-driven analysis necessary for the formation of relevant regional sector initiatives.

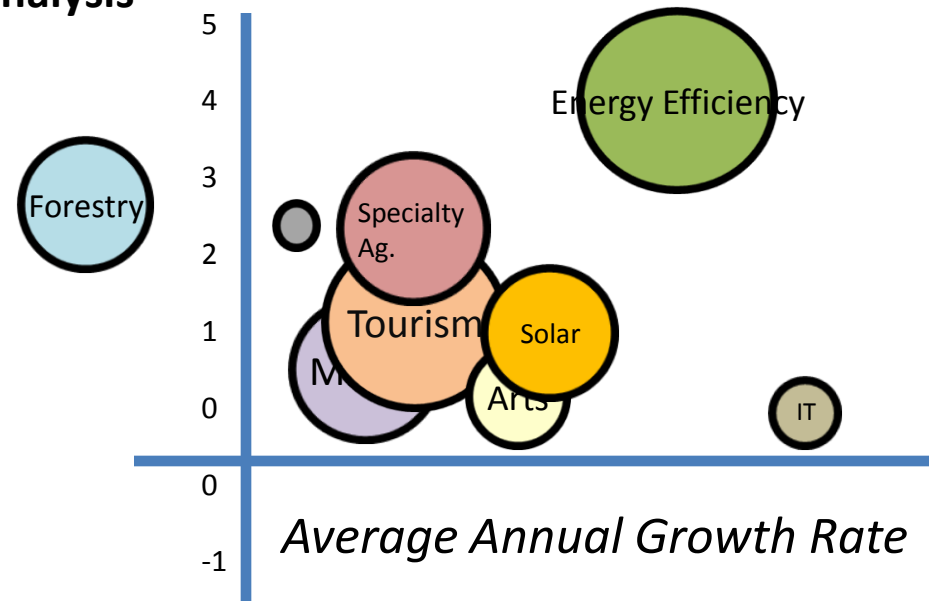
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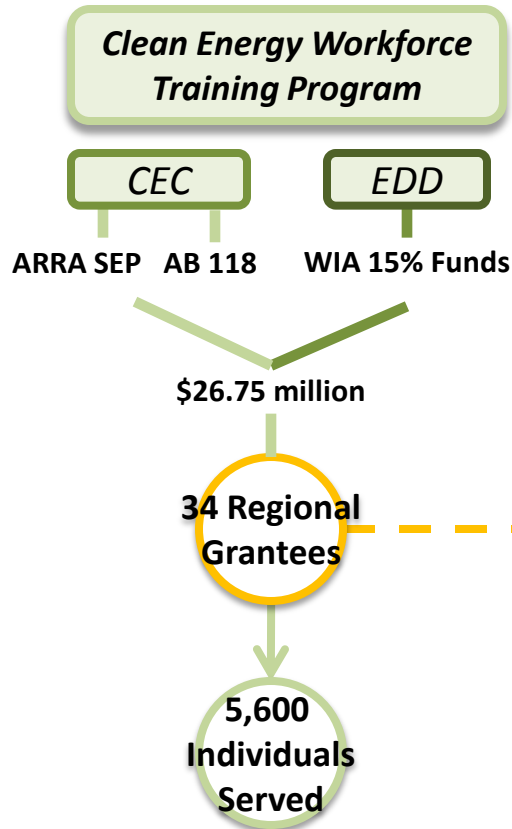
Result:

- **\$2.5 Million for Regional Industry Clusters analysis**
- **10 proposals chosen**
- **Regional Action Clinics to be hosted**
- **Regional Capacity to be developed**

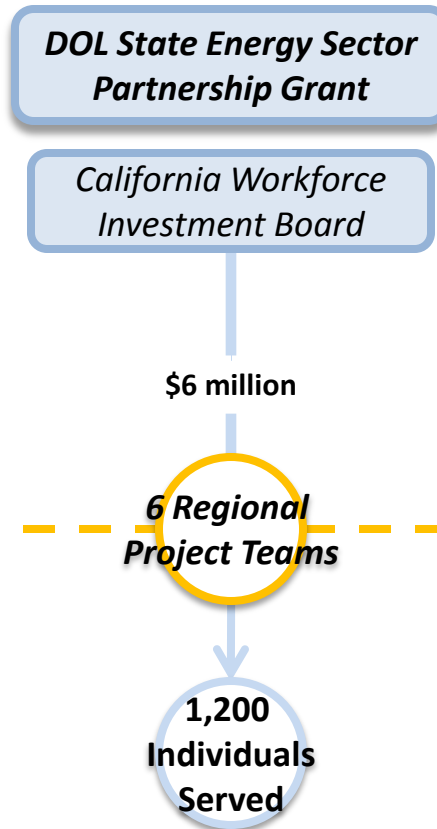


California's Green Workforce Initiative

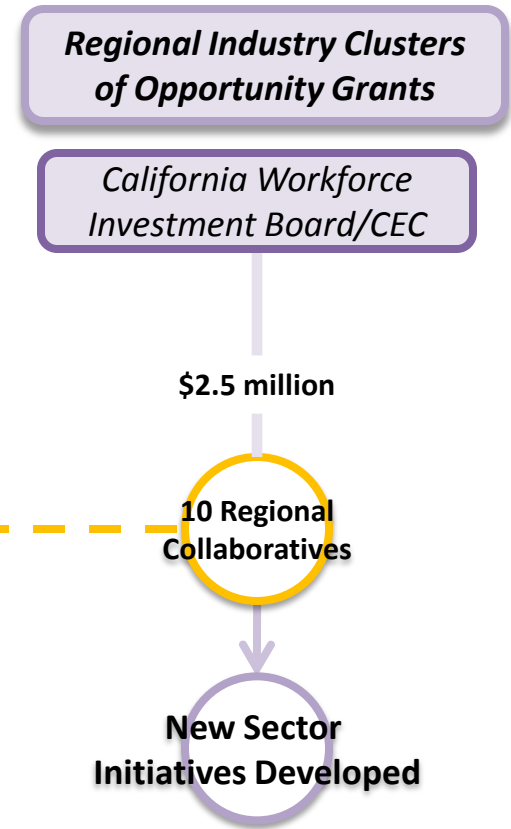
Developing Training



Creating Partnerships



Developing Regional Capacity



Regional
Action Clinics

National Model

National Governor's Association Case Study

The National Governor's Association would like to publish a case study on the Green Collar Jobs Council, highlighting the process and lessons learned. The NGA team is in contact with state board staff and may be contacting Green Collar Jobs Council members to conduct one on one interviews regarding their role in the process.

The goal is to provide a model for other states that are just beginning to organize around the Green Economy.

The Green Collar Jobs Council Vision

One Year Ago

“Over the next 18 to 24 months the GCJC will identify and facilitate the development of the framework, funding, strategies, programs, policies, partnerships and opportunities necessary to address the need for a highly skilled and well-trained workforce in support of California's green businesses and economy. Through its work, the council will serve as a catalyst for the creation of sustainable regional sector strategies that will be managed through regional partnerships.”

Next Steps

Green Collar Jobs Council

- **Revisit foundational documents**
 - Green Collar Jobs Council One Page Business Plan
 - Green Collar Jobs Council Premise

State Energy Sector Partnership Grant

- **Engage Grantees**
 - Establish a communication plan
 - Grantee orientation
- **Develop/Identify Regional Capacity in the San Joaquin Valley** (Collaborative Economics)
- **Provide Technical Assistance** (Collaborative Economics)
- **Develop Evaluation Framework**